The Future of Xbox MVPs and Player Dialogue

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Our mission at Xbox is to bring the joy and community of gaming to everyone on the planet by enabling people to play the games they want, with the people they want, anywhere they want. Listening to our player's voices from sources within the Xbox community helps enable that vision. Over the years, we've received player feedback from programs like Xbox Insiders, Xbox MVPs, and Xbox Ambassadors. Those insights help Team Xbox shape our products and services, making the players Xbox experience even better.

Pairing our ambition to have an open dialogue with our community and our steadfast commitment to inclusion by raising more underrepresented voices to be heard, we're communicating the end of the MVP award in its current state. While the MVP award will become a legacy, the spirit of the program and desire for two-way dialogue remains unchanged. It's a choice that will enable us to scale the goodness of community far beyond the limitations we currently experience. We are energized by the vision of creating more opportunities for two-way player dialogue than ever before, especially more engagement with Xbox Ambassadors.

In keeping the player at the center of all we do, we plan to introduce even more voices, lived experiences, and ways for players to give Team Xbox feedback through what we call Player Connections. We plan to continue growing and engaging the Xbox Ambassador Community Champions as well as evolving avenues to engage different subsets of Xbox Ambassadors in new ways. Below are just a few examples of Player Connections and we look forward to introducing more new experiences in the future.

What are Player Connections?

Player Connections is an umbrella term for how we are programmatically embedding two-way player dialogue into Xbox's DNA. They are opportunities for Xbox to directly connect with players so we can better create inclusive gaming experiences.

Xbox Surveys

As an Xbox Ambassador, you may have already participated in an Xbox survey that was presented to you via email or a Mission. They are often related to a specific topic and enable us to source a high volume of quality insights from Xbox Ambassadors. Moving forward, we plan to further integrate surveys into the Mission experience and look for ways to offer more surveys based on your individual specializations and preferences.

Community Touchpoints

Community Touchpoints are virtual calls held between Xbox and members of the community to gather insights on specific products and services. Historically, these calls have been reserved for select community members. As we seek out further two-way dialogue with the community, we plan to expand the types of Community Touchpoints we offer and include as many voices as possible.

Community Summits

In the past, we have invited select community members to an annual event we call the Xbox Community Summit. These in-person and virtual events have been comprised of workshops, panels, and keynote presentations that created a unique opportunity for community members to help shape the future of Xbox. We envision an evolution of Summits that are more frequent and globally inclusive.

You may notice more updates to the Xbox Ambassadors program in the coming months, and we'll communicate regularly to keep you informed. Please stay tuned for more details on Player Connections and additional plans to drive more community impact through Xbox Ambassadors.